

**MANAGEMENT SERVICES MEMORANDUM
#8-2019**

DATE: July 22, 2019
TO: Honorable Mayor Antonio B. Esquibel and City Council Members
THROUGH: Heather Geyer, City Manager *hmg*
FROM: Paula Jensen, Director of Management Services *P Jensen*
SUBJECT: CR-89 – 2019 Personnel Summary Amendment.

PURPOSE

Staff is seeking approval for CR-89, regarding a Personnel Summary Amendment. The proposed change does not increase the total FTE count. The change is to an existing position and a result of organizational need.

BACKGROUND

2019 Pay Plan Amendment

City Manager's Office

Staff is requesting to amend the adopted 2019 Personnel Summary by reclassifying the Communications Manager to Communications Director with a salary range of \$110,781 – \$147,838. This position is currently vacant and duties, responsibilities and staff are being managed by an interim Communications Manager.

In addition to managing the day to day operations of the Communications Division, the interim Communications Manager has completed a SWOT analysis of the division over the last 3 months. A SWOT analysis is a strategic planning technique used to identify strengths, weaknesses, opportunities and threats for a project, business venture or unit in an organization. Based on said analysis, the consultant has recommended this reclassification to ensure the City's communication needs and desires are managed by a highly skilled and qualified director level applicant. The job description has been updated and is attached to this memorandum. The Communications Plan has been vetted with the City Manager and Leadership Team.

STAFF RECOMMENDATION

Staff recommends approval of this proposed resolution.

BUDGET/TIME IMPLICATIONS

The reclassification of the manager to a director position will result in moving the position to a higher salary grade. Funding to absorb this reclassification is available in the 2019 City budget.

STAFF REFERENCE

If Council members have any comments or questions they may contact Heather Geyer, City Manager, at hgeyer@northglenn.org or 303.450.8706. Paula Jensen, Director of Management Services, at pjensen@northglenn.org or 303.450.8877.

CR-89 – 2019 Personnel Summary Amendment
July 22, 2019
Page 2 of 2

ATTACHMENTS

1. Communications Director Job Description

CR-89 – 2019 Personnel Summary Amendment
Personnel Summary dated July 22, 2019

CITY OF NORTHGLENN**POSITION DESCRIPTION**

Position Title: COMMUNICATIONS DIRECTOR

NATURE OF WORK:

This is responsible professional and technical work in the strategic planning of communications, public information, internal communications, media relations and the creation and distribution of public information for internal and external stakeholders.

This position is responsible for managing the external relationships between the City and its local, regional, and national stakeholders. This person will be responsible for communications planning, development of strong relationships with members of the media and community representatives, professional community relations/community outreach and some events, regular media training and coaching for City staff and leadership, design and maintenance of communications materials, design and standards, and all of the City's online, in-person, multimedia, and printed communications.

Specific work will involve a broad range of tasks, including project management, media relations, crisis communications, website content management, digital media management, marketing, electronic communications, special events, intergovernmental relations, resident engagement, and community building. This position will effectively represent the City and maintain strong partnerships and well-informed relationships between the City and its residents. Assists all City departments in the planning, development, implementation and execution of communications, marketing and public relations policies, branding and social media strategies, while identifying and implementing communication programs to ensure the City's identity is managed professionally and consistently. Serves as a part of the City Leadership Team.

Assignments are usually broad in scope and require considerable initiative and knowledge in their execution. Work is reviewed through observation of results obtained, discussions and reports.

ESSENTIAL DUTIES & RESPONSIBILITIES

(Any one position may not include all the duties listed nor do the listed examples include all tasks which may be found in positions of this class.)

Attends all city council study sessions and meetings, or designee.

Provides professional, proactive counsel and assistance to City leadership, departments, and the City Council in the areas of public relations, marketing, public participation, crisis communications, and strategic communications.

Serves as public information officer on non-police matters.

Writes articles for various City publications using information gained through interviews, research and observation; performs any necessary writing, editing, or other preparation of copy submitted for printing or publication.

Updated July 2019

Leads the communications team that serves as an "in-house agency" for all city departments in all communications efforts,

Answers questions on general City information for residents, special interest groups, local organizations and the media.

Plans and implements the use of the Northglenn brand and graphic standards; manages the use of the brand.

Provides project and program management for city communications efforts.

Writes, designs and updates information for the City's website.

Provides strategic direction and ongoing management for the City's social media presence, which includes Facebook, Twitter, and any City blogs, newsfeeds, or other outlets.

Attends special events and special activities, or assigns staff, for the purpose of gathering information, photographing and disseminating related data or designates tasks to subordinates

Monitors media articles, reports and broadcasts; follows-up with corrections, rebuttals, additional information, or clarification as necessary.

Plans news releases, public information strategies and information dissemination.

Develops relationships with media representatives and assists in gathering information and arranging interviews.

Supervises Public Communications Specialists and/or other staff as needed.

Writes speeches for Mayor, council members, City Manager and other senior staff, as requested.

Prepares and delivers dynamic presentations at city council, community and department functions.

Plans and coordinates creation and distribution of a wide variety of materials and publications.

Directs and oversees planning and monitoring cable broadcast capabilities. Coordinates and directs video programming/production for specified projects.

Administers, directs and manages the content of the City website.

Performs a wide variety of special assignments for the City Manager as a representative for the City.

Provides excellent customer service; communicates courteously and responsibly; provides

Updated July 2019

effective and efficient service both internally and externally.

Creates and retains effective working relationships throughout the organization and in the community.

Establishes and maintains an effective working relationship with other department directors and other government agencies and community groups to implement City strategies.

Performs duties in a manner consistent with the vision, mission and stated values of the City.

Coaches, counsels and provides support and professional development opportunities for staff.

MARGINAL DUTIES:

Takes/scans pictures for employee newsletter, special projects and other City publications.

Provides event management and event support as required.

Serves as a member of task forces, committees and teams as assigned. Represents the City in the public and to other agencies as assigned. Special projects as assigned. Performs related work as assigned by supervisor.

Manage external consultants providing specific communications, engagement and outreach services for projects and programs as required.

Performs related work as required.

EDUCATION AND EXPERIENCE:

Graduation from an accredited four-year college or university with major course work in public relations, journalism, marketing, communications or related field; Master's degree in business administration or public administration preferred; eight to ten years local government experience; including two to four years in a progressive supervisory role; professional experience in marketing and/or public communications; professional experience in strategic communications; public information campaign development and execution, website administration; social media management and knowledge of video production; or an equivalent combination of education and experience which provides the following knowledge, skills and abilities:

Considerable knowledge of modern practices, procedures and techniques of maintaining effective public relations and community engagement.

Considerable knowledge of local government administration and public communications best practices.

Updated July 2019

Working knowledge of the techniques and practices employed in interviewing and researching material for publication - print and digital.

Working knowledge of creative direction, graphic design, and printing processes.

Familiarity with marketing techniques as they relate to public communications.

Strong project management skills and experience.

Solid skills in creating and / or directing the creation of appealing creative materials, including infographics, for diverse audiences.

Experience measuring the success of public information campaigns.

Working knowledge of website administration.

Working knowledge of video production.

Ability to conduct effective media interviews.

Ability to communicate effectively, both orally and in writing.

Knowledge of AP style.

Ability to prepare and perform informational and persuasive presentations in a variety of formats and settings.

Ability to exercise initiative and judgment to make decisions within the scope of an assigned authority and assess or understand both the short and long term impact of decisions.

Ability to establish and maintain effective working relationships with others.

NECESSARY SPECIAL REQUIREMENTS:

Must possess at the time of appointment and maintain a valid Colorado motor vehicle operator's license and good driving record.

MATERIALS/EQUIPMENT USED:

Computer/Word Processing/Scanning Equipment
Video/Still Camera Equipment
Channel 8 equipment
Graphics/Word Processing Programs
Adobe Creative Suite
Other Office Equipment (i.e. telephone, copier, fax machine, etc.)

Updated July 2019

WORKING ENVIRONMENT/PHYSICAL ACTIVITIES:

Occasional lifting of video equipment (up to 50 lbs.)

ADDITIONAL POSITION INFORMATION:

This position is expected to be available 24/7 as required for job performance.

This is an exempt position (not eligible for overtime compensation).

This position is a functional working director / manager.

Performs work using recommended and required personal protective equipment (PPE) as described in the Job Safety Analysis (JSA) for each task.

Attendance is an essential function of the job.

SPONSORED BY: MAYOR ESQUIBEL

COUNCILMAN'S RESOLUTION

RESOLUTION NO.

No. CR-89
Series of 2019

Series of 2019

A RESOLUTION AMENDING THE CITY OF NORTHGLENN 2019 PERSONNEL SUMMARY

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NORTHGLENN, COLORADO, THAT:

Section 1. The City of Northglenn 2019 Personnel Summary is hereby amended, as more particularly described in the attachment hereto, effective July 22, 2019, regarding the reclassification of the Communications Manager position to a Communications Director position in the City Manager Department.

Section 2. The previous 2019 Personnel Summary is hereby repealed.

DATED at Northglenn, Colorado, this _____ day of _____, 2019.

ANTONIO B. ESQUIBEL
Mayor

ATTEST:

JOHANNA SMALL, CMC
City Clerk

APPROVED AS TO FORM:

COREY Y. HOFFMANN
City Attorney

2019 Budget Personnel Summary

Department/Position	2017 Audited Amounts	2018 Adopted Budget	2018 Year End Estimate	2019 Proposed Budget
<i>City Manager</i>				
City Manager	1.00	1.00	1.00	1.00
Communications Director	1.00	1.00	1.00	-
Communications Manager	1.00	1.00	1.00	1.00
Economic Development Manager	1.00	1.00	1.00	1.00
Economic Development Coordinator	1.00	1.00	1.00	1.00
Executive Asst. To City Manager	1.00	1.00	1.00	1.00
Public Communications Spec.	1.00	1.00	2.00	2.00
Admin (I,II,III)	-	-	-	-
Total	6.00	6.00	7.00	7.00
<i>City Clerk</i>				
City Clerk	1.00	1.00	1.00	1.00
Deputy City Clerk/Licensing Spec	1.00	1.00	1.00	1.00
Central Records Specialist	1.00	1.00	1.00	-
Central Records Coordinator	-	-	-	1.00
Admin (I,II,III)	0.50	0.50	0.50	0.50
Total	3.50	3.50	3.50	3.50
<i>Management Services</i>				
Director Of Management Services	1.00	1.00	1.00	1.00
Municipal Court Supv	1.00	1.00	1.00	1.00
Probation Officer	0.40	0.40	0.40	0.40
Community Services Coordinator	0.15	0.30	0.30	0.30
Court Clerk	4.00	4.00	4.00	4.00
Clerical Asst	0.30	0.30	0.30	0.30
Sr. Human Resources Analyst	1.00	1.00	1.00	1.00
Human Resources Analyst	1.00	1.00	1.00	1.00
Risk Analyst	1.00	1.00	1.00	1.00
Special Events Coordinator	1.00	1.00	1.00	1.00
Special Events Supervisor	1.00	1.00	1.00	1.00
Community Outreach Coord	1.00	1.00	1.00	1.00
Human Resources Technician	1.00	1.00	1.00	1.00
Custodian	1.80	1.80	1.80	0.80
Total	15.65	15.80	15.80	14.80
<i>Technology</i>				
Director Of Technology	1.00	1.00	1.00	1.00
Software Engineer	1.00	1.00	1.00	1.00
Sr. Network Administrator	1.00	1.00	1.00	1.00
Criminal Information Sys Coord	1.00	1.00	1.00	1.00
IT Resource Coordinator	1.00	1.00	1.00	1.00
Technical Support Specialist II	1.00	1.00	1.00	1.00
Total	6.00	6.00	6.00	6.00
<i>Finance</i>				
Director Of Finance	1.00	1.00	1.00	1.00
Controller/Acct Manager	1.00	1.00	1.00	1.00
Revenue Supervisor	1.00	1.00	1.00	1.00
Accountant II	1.00	1.00	1.00	1.00
Sales Tax Auditor II	1.00	1.00	1.00	1.00
Accounting Specialist	3.00	3.00	3.00	3.00
Sales Tax Specialist	1.00	1.00	1.00	1.00
Fiss Customer Service Representative	1.60	1.60	1.60	1.60
Sales Tax Manager	1.00	1.00	1.00	1.00
Total	11.60	11.60	11.60	11.60

2019 Budget Personnel Summary

Department/Position	2017 Audited Amounts	2018 Adopted Budget	2018 Year End Estimate	2019 Proposed Budget
<i>Planning & Development</i>				
Director Of Planning & Development	1.00	1.00	1.00	1.00
Planning Manager	1.00	1.00	1.00	1.00
Senior Planner	2.00	2.00	2.00	2.00
Planner (Tech, I, II)	1.00	1.00	1.00	1.00
Neighborhood Services Supervisor	1.00	1.00	1.00	1.00
Neighborhood Services Officer	5.00	5.00	5.00	5.00
Admin (I,II,III)	1.00	1.00	1.00	1.00
Total	12.00	12.00	12.00	12.00
<i>Parks, Recreation, & Culture</i>				
Director Of Parks And Recreation	1.00	1.00	1.00	1.00
Foreman - Parks	1.00	1.00	1.00	1.00
Parks Project Coordinator	1.00	1.00	1.00	-
Project Manager - Parks & Recreation				1.00
Recreation Programs Supv.	3.00	3.00	3.00	3.00
Parks Maint Worker (I,II,III)	15.00	15.00	15.00	15.00
Customer Solutions Specialist	0.80	0.80	0.80	-
Recreation Coordinator	6.05	6.05	6.05	7.25
Theatre Tech	1.00	1.00	1.00	1.00
Admin (I,II,III)	1.00	1.00	1.00	1.00
Aquasize Instructor	0.51	0.51	0.51	-
Aquafit Instructor				0.51
Fitness (certified/special) Instructor	1.02	1.02	1.02	1.02
Weight Training Instructor	0.30	0.30	0.30	0.30
Custodian	2.80	2.80	2.80	2.80
Guest Relations Specialist	4.03	4.03	4.03	4.03
Day Camp Asst Director	0.20	0.20	0.20	0.20
Drop-In Sports Supervisor	1.60	1.60	1.60	1.60
Lifeguard (LGI, WSI)	6.39	6.39	6.39	6.39
Preschool Instructor	1.50	1.50	1.50	1.50
Preschool Aide	0.39	0.39	0.39	0.39
Recreation Assistant	1.00	1.00	1.00	1.00
Day Camp Aide	0.10	0.10	0.10	0.10
Total	49.69	49.69	49.69	50.09
<i>Police</i>				
Chief Of Police	1.00	1.00	1.00	1.00
Division Commander	4.00	4.00	4.00	4.00
Sergeant	9.00	9.00	9.00	9.00
Police Officer	54.00	54.00	54.00	56.00
Crime Analyst/PIO	1.00	1.00	1.00	1.00
Criminalist	1.00	1.00	1.00	1.00
Records Unit Supervisor	1.00	1.00	1.00	1.00
Animal Control Officer	2.00	2.00	2.00	2.00
Property/Evidence Custodian	1.50	1.50	1.50	1.50
Lead Police Records Specialist			1.00	1.00
Police Records Specialist	10.00	10.00	9.00	9.00
Admin (I,II,III)	2.00	2.00	2.00	2.00
Administrative Clerk	1.00	1.00	1.00	1.00
Customer Service Rep	-	-	-	-
Custodian			1.00	2.00
Total	87.50	87.50	88.50	91.50

2019 Budget Personnel Summary

Department/Position	2017 Audited Amounts	2018 Adopted Budget	2018 Year End Estimate	2019 Proposed Budget
<i>Public Works</i>				
Director Of Public Works/Utilities	1.00	1.00	1.00	1.00
Operations Manager	2.00	2.00	2.00	2.00
Mun Svs Supervisor - Streets	1.00	1.00	1.00	1.00
Civil Engineer (EIT, PE, Senior)	5.00	5.00	5.00	5.00
Electrical/MechanicalSupervisor	1.00	1.00	1.00	1.00
Engineering Manager	1.00	1.00	1.00	1.00
Facilities Maintenance Supervisor	1.00	1.00	1.00	1.00
Chief Plant Operator	2.00	2.00	2.00	2.00
Fleet Services Supervisor	1.00	1.00	1.00	1.00
Lab Supervisor	1.00	1.00	1.00	1.00
Mun Svs Supervisor / Sanitation	1.00	1.00	1.00	1.00
Mun Svs Supervisor/Utilities	1.00	1.00	1.00	1.00
Water Quality Coordinator	1.00	1.00	1.00	1.00
GIS Specialist	1.00	1.00	1.00	1.00
Electrical/Mechanical Tech I	3.00	2.00	2.00	2.00
Indust. Pretreat/Backflow Prev. Spec.	1.00	1.00	1.00	1.00
Lab Analyst	2.00	2.00	2.00	2.00
Stormwater Coordinator	1.00	1.00	1.00	1.00
Utility Plant Operator (A, B, C, D)	10.00	12.00	12.00	11.00
Utility Technician				1.00
Admin (I,II,III)	4.00	4.00	4.00	4.00
Water Resources Technician	1.00	-	-	-
Water Resources Analyst		1.00	1.00	1.00
Water Resources Administrator	1.00	1.00	1.00	1.00
Fleet Services Technician	2.00	2.00	2.00	2.00
Facilities Maintenance Technician I	3.00	3.00	3.00	3.00
MSW/Sanitation (I, II, III)	7.00	7.00	7.00	7.00
MSW/Streets (I, II, III)	7.00	7.00	7.00	7.00
MSW/Collec & Distrib (I, II, III)	6.00	7.00	7.00	7.00
Construction Inspector	1.00	1.00	1.00	1.00
Lab Technician	1.00	1.00	1.00	1.00
Master Electrician		1.00	1.00	1.00
Meter Reader II	1.00	1.00	1.00	1.00
Total	71.00	74.00	74.00	74.00
City-Wide Total	262.94	266.09	268.09	270.49